

MINUTES

Emery County Travel Bureau

December 3, 2015 11:00am

Courthouse

Castle Dale, Utah

ATTENDANCE:

Members: Tina Carter, Keith Brady, Travis Bacon, Joshua Rowley, Jonathon Hunt, Commissioner Migliori, Chelsea Guymon

Guests: Patsy Stoddard, Maegen Wilberg

Conducting and Welcome: Vice Chairmen Keith Brady

1. **Approval of Minutes: November 5th** A motion was made by Ethan with a second from Jonathon. **Motion APPROVED**
2. **Discussion of Financial Report: Tina Carter:** We have passed last years numbers for TRT. Tina is going to look into Green River's Resort Tax. We received quotes from three different companies for our guide. Publication Printers is significantly less. A possible teaser guide would lessen shipping costs when Travel Guide requests are received. It would be an extra \$176 to add the PDF guide. It is also an extra \$800 to get a textured cover to protect the magazine more. The board is in favor of Publication Printers printing the new guide. Possible ratification later since there was no motion. Grant money will be paying for new guide.
3. **Update, Discussion on Possible Recommendation of the Following:**
 - a) **Film Related Projects:** None
 - b) **State Parks:** A new assistant manager was hired for the Goblin Valley State Park. Start advertising OHV on State Park websites so visitors can see it when they go to book a campsite. Waiting to freeze reservoirs.
 - c) **Trail's Committee:** Trailhead work is being done at the ball complex in Huntington.
 - d) **Potluck:** Coming up with a plan as to what to focus on. Looking into hiring an event coordinator. The event coordinator would be a contracted position. They are also looking into new signs for the town. Thinking of what a good brand would be moving into the future.
 - e) **EC Chamber:** There were a couple of ribbon cuttings. There was one at a new Mexican restaurant in Huntington and one in Ferron at a new Massage Clinic. Next Lunch and Learn will be held in January.
 - f) **Museums:** JWP is forming a committee that will start in February and they will be redoing the board. San Rafael will be having the Mammoth Exhibit Opening in January.
 - g) **Buckhorn Information Center:** Jim Peters and Bernice Payne working on signage for Old Pump. They are hoping that by the end of March beginning of April that the signage and everything else will be complete.
 - h) **Tourism Development & Marketing:** Sending out layouts for the Activities Guide to be reviewed and printed.
 - i) **Travel Show Staffing 2015:** Sacramento Show-Jonathon and his wife. Denver Show-Tina. Quartzite-need someone to help who lives close. Lamar was interested so we need to check with him. RV Show-need help Thursday and Friday. Joshua can help and also possibly Lamar. International Sportsman-Joshua can help and also possibly Jonathon and Lamar.
 - j) **Green River Expo:** We will have new information after Quartzite after visiting with their organizers. Nothing new until after March. We need to look into land permission since it is privately owned.
 - k) **Rourism:** None
4. **Discussion and Possible Recommendations for Trail's Committee Renewal or Replacement:** Lamar's seat is up and he would like to renew. Motion by Travis to renew Lamar's seat. Second by Jonathon.
5. **Discussion and Possible Recommendations for Western Board Members:** All three applicants are non-tax and we need one tax position. Possibly someone from the Bed and Breakfast, The Village Inn, or The Grub Box. There won't be a decision until February.
6. **Discussion and Possible Recommendation To Adopt a Grant Cycle and Due Date Process:** Follow more of a deadline instead of seeing them as they come across. If the money available isn't used by due date there could be a cycle in the Fall as well. This will help to streamline the process of discussing applications. January 22nd will be the due date. Our first meeting in February will be approval of grants.
7. **Discussion and Possible Recommendation for new Grant Application Form:** Included in line item 6.
8. **Discussion and Possible Recommendation for a KJZZ Heart of Utah Golf Tour:** We would like to do both Golf Courses. It will be \$2,500 for each Golf Course. We should get the Golf Course managers opinions. We could possibly alternate years between Millsite and Green River. Motion by Ethan to table. Second by Keith.
9. **Discussion of Old Business:** None
10. **Discussion of New Business:** Talked about Summer Paleontology Camps and advertising. It's advertised on Summercamps.com all year which costs \$597. Possible partnership with Economic Development to pay for advertising. Have Economic Development make the payment and we will ratify it later to move to Travel.
11. **Adjourn** – Thank you for coming!